

Federation of Business Disciplines
Board of Directors' Meeting
February 29, 2012

Sheraton New Orleans, New Orleans
2:00-5:00 p.m.
Borgne Room (3rd Floor)

AGENDA and MEETING MINUTES

Attendees:

Marsha Bayless	President (2011-2012)
Michelle McEacharn	Immediate Past President (2010-2011)
Larry Garner	FBD Vice-President and General Program Chair
Tom Tolleson	FBD Vice-President and General Program Chair-Elect ¹
Betty Kleen	Executive Director and FBD Past-President (2007-2008)
Barbara Davis	FBD Secretary/Treasurer
Leonard Love	FBD Director of Marketing
Thomas W. Jones	Historian
Carla Barber	Director of Placement
Ashish Chandra	FBD Immediate Past President (2008-2009)
Fazlul Miah	Academy of International Business, Southwest
Anisul Islam	Academy of International Business, Southwest
Carolyn Conn	American Accounting Association, Southwest
Margaret Kilcoyne	Association for Business Communications, Southwestern U.S.
Chu Nguyen	Association for International Business Southwest
Ann Wilson	Association for Business Information Systems
Mouri Nacef	Association of Collegiate Marketing Educators
Janet Bailey	Decision Sciences Institute, Southwest
Roderick Posey	Decision Sciences Institute, Southwest
Chris Miller	Southwest Academy of Management
Janice Black	Southwest Academy of Management
Rodney Vandever	Southwest Case Research Association
Jeff Miller	Southwest Case Research Association
Dan French	Southwestern Finance Association
Nicholas Hill	Southwestern Society of Economists
Marshall Horton	Southwestern Society of Economists
Mihai Nica	Southwestern Society of Economists

Call to Order – 2:10 pm, President Bayless called the meeting to order and did the roll call of Associations to establish those with voting rights.

Welcome and Introductions – President Bayless recognized the participants with voting rights and those just observing the meeting.

Minutes of Saturday Board of Directors Meeting – 2011 Conference – Motion by Dr. Jones and second by Dr. Vandever.

Reports:

1. Vice President and General Program Chair – Larry Garner – Program Chair Garner discussed that there are 275 events taking place at this convention. He quickly reviewed all the venues and sessions on the program. He reminded everyone about the boot camp work that took place in June 2011. He thanked all the Association for their diligent work on the program. Program book went to print on January 31, 2012. There is a \$30,000 food and beverage guarantee and video/projection will run about \$25,000. Someone asked if anyone had submitted the same paper to more than one Association. Future call for papers will include a statement about disqualification if a paper is submitted to more than one Association. This disqualification statement will be added to the website.

2. Executive Director – Betty Kleen – Dr. Kleen explained the contract details to the group. The contract includes a room rate of \$155 per night single or double. An 80% sleeping room utilization is required without additional fees. This room rate includes complimentary internet in the rooms. There is a Cyber Café with 5 computers provided by the University of Arkansas-Fayetteville. Parking rate was negotiated from \$36.95 to \$20 including taxes. FBD contracted for 1,060 nights with the Sheraton. Betty explained the process of contracting for meeting rooms with sleeping rooms and dining services utilization. FBD has a long-term relationship with the New Orleans Sheraton. Making changes is about impossible. All contract requirements appear to have been met at this point. Thirty meeting rooms will be used Thursday and 32 meeting rooms will be used on Friday. There is no minimum on video/projection in the hotel contract.

Registration – Dr. Kleen explained all the problems with the online registration. PayFlow Pro is the new payment system that is being utilized. There were problems with the switch to a new pay system. The online site was opened very late. This problem will be corrected for next year. One member reported suspicious activity on credit cards. Discussion followed. Someone mentioned the problem with paper submissions and participants not registering and attending the conference. Discussion followed.

3. Coordinator of Registration/Secretary-Treasurer – Barbara Davis – a brief report of registration numbers was given by Dr. Davis. Then Dr. Tolleson explained the Comparative Conference Registration Overview document that he had prepared. Discussion followed and he explained the details. New attendee numbers were presented. Repeat new attendees 2011 to 2012 numbers will be provided post-conference. Approved minutes need to be distributed to all Board members. Dr. Tolleson then explained the June 30, 2011 financial report. Questions were asked and discussion followed. Dr. Tollseon carefully explained each of the 4 pages included in the financial report.

4. Vice-President and Program Chair-Elect - Tom Tolleson – 2013 meeting will be in Albuquerque, NM. Dr. Tolleson provided information about the amenities in the area. Discussion followed related to contacting schools in western states. A \$139 sleeping room rate is in the contract. Hyatt Regency is the conference hotel, Double Tree will also be used. The conference will be held at the convention center. Food and beverage minimum is \$40,000 at the Convention Center. This is the 40th anniversary of SWFAD/FBD. March 12 – 16, 2013 are the dates of the conference.

5. Director of Placement – Carla Barber – 15 applicants, 4 AAA, 7 SWAM, 2 SWFA, 2 ABIS/DSI Job Postings - 12 Schools, 4 Accounting, 4 Management, 2 Marketing, 1 Communication, 1 ISDS

6. Director of Marketing – Leonard Love (Betty Kleen) – Dr. Kleen mentioned that we have 8 booths in the exhibit area. Seven of those booths are paid. Ten booths are set up. One is being used for a memorial to Dr. Sam Bruno. Information related to Dr. Bruno and his memorial service in Houston, Texas was relayed to the Board. One is being used for the drawing drum. Associations may leave any materials at this booth for anyone to pick up during the conference. Wiley will only be here on Thursday. Cengage is here due to Dr. McEacham's hard work. Many are not here due to budget constraints.

7. Publisher Representatives – if available – no one was present.

8. Historian – Tom Jones – Theme this year is “Leap.....” Dr. Jones gave a review of the history of SWFAD/FBD.

9. Nominating Committee Report/Elections – Michelle McEacharn – Dr. McEacharn gave her report from the nominating committee. Carla Barber and Natasha Delcoure were nominated to the committee. Since Natasha is on the ballot, she recused herself and Chris took over.

Tom Jones – has agreed to continue as historian, if elected.

Carla Barber - Director of Placement, is interested in continuing in the position. Other individuals have been nominated as well.

Leonard Love – Director of Marketing – 3 year term – He is completing his first year term and is not able to continue the rest of his term. Alex Sharland was nominated and does have the support of this school for this new position.

Executive Council has discussed and approved all the nominees and presents these to the Board. Voting will take place at the Saturday morning meeting, March 3, 2012

Executive Director – Dr. Kleen explained how she has been training Dr. McEacharn for the Executive Director’s position. The Executive Council voted Dr. McEacharn as the new Executive Director.

Webmaster – term concludes this year. A new webmaster has been selected at ULM. Jason Conville.

FBD President – nominated Larry Garner for President 2012-2013. Dr. Vandever moved to make Dr. Garner President and Dr. Black seconded. Unanimous vote.

Program Chair – Dr. Tom Tolleson will serve as the Program Chair 2012-2013.

Vice-President and Program Chair-Elect – two nominees. Natasha Delcoure and Marshall Horton are both nominated for this position. Their respective bios were distributed. Dr. McEacharn distributed ballots for this election. Drs. Jones and Kleen counted the votes. (A 5 minute break was taken at this point, time 4:16 pm.) Dr. Kleen reported that Marshall Horton is the new Vice-President and Program Chair-Elect.

President – Marsha Bayless – Dr. Bayless told everyone to bring their Association’s officer list to the Board meeting on Saturday, March 3, 2012.

Strategic Issues

Site selection – 2014 – Dallas, TX Sheraton

2015 – Houston, Hyatt Regency

2016 – Do we want to be back in New Orleans? The Board was asked to go back to the Associations and find out where the members would like to go in the future. Are there any cities that should be ruled out? Little Rock is out due to limited rooms and food and beverage minimums. Shreveport and Baton Rouge are out. Austin has issues with the legislature meeting in the spring. Corpus Christi, TX is uncertain.

Revenue maintenance and cost containment issues – Dr. Kleen stated how important our new marketing director is for generation of revenue. Summer mail-outs were not done to help contain costs.

Food and beverage expenditures – Dr. Kleen distributed a food beverage expenditure comparison chart for 2009 to 2012. She explained the information provided in the report. We always monitor from the executive position because we must pay our F&B guarantee. We monitor how much you contribute to the F&B guarantee. We take into consideration the number of rooms that you request versus your contribution to our F&B guarantee. Finance consistently comes through with a large contribution to our F&B guarantee. We also see fairly large groups contributing little or none to our F&B guarantee. You can pick up the phone and work with the hotel's convention services liaison to modify a menu that will work for your group. Most of the hotels will not count any F&B that occurs in the hotel's restaurant. If groups with small registration fees can afford a F&B function, then all of our associations can schedule some type of F&B event.

FBD Journal - The Executive Council has approved Dr. Mary Fischer to take the lead on creating an FBD journal (editorial board, manuscript review policies, etc.). All of these policies will be approved by the FBD Council. Dr. Fischer has supported FBD through the years, serving as president of FBD. She was enthusiastic about the journal's potential. Her Dean has promised her support in her role as founding editor of the FBD journal.

Multi-association submissions/acceptances

Website

FBD registration fees -- Jones gave a historical background of FBD registration fees. The last year FBD fees were increased was 2005; FBD student fees were increased in 2006. \$35 of FBD registration fee goes to cover Audio Visual needs. President Bayless outlined a progressive fee structure for the next three years; \$80 for 2013, \$90 for 2014 and \$100 for 2015. The fee would stay stable for a few years after. Student fees would increase \$30 over this time period. Late fees would also increase proportionately (consistent with the regular fee increases). One association asked how can we justify the increase to their memberships. Drs. Bayless and Kleen reminded the membership of FBD's benefits (page 16 of the FBD General Program Book). The need for the increase correlates with increased AV costs and F&B. Dr. Jones pointed out that the list is not exhaustive; the list omits a lot of intangible benefits. President Bayless asked the BOD to take the proposal back to their associations for their consideration and a vote on Saturday morning.

Operational Issues

Conference venue logistics Dr. Kleen reminded them that if you are in a room without the appropriate setup, see Kleen, McEacharn or Davis. The hotel will take the projectors out of each room at night. Dr. Kleen cautioned, however, that if you are not in a properly designated room, do not ask the hotel staff to set up a room for you. Dr. Kleen reminded representatives that we have a form designed to verify attendance at the various concurrent sessions.

Program and printing Dr. Kleen asked attendees to double-check the program book; the program book reflects all changes made before the start of the conference. Dr. Kleen noted that a few books have pages missing. Bring incorrect books to registration and ask for another. Dr. Kleen will then ask for an adjustment to the printing cost.

Announcements

New Program Chair Meeting and Saturday Board Meeting – Meeting will be at 8:00 a.m. in Borgne. Important for all program chairs to be present; if your program chair is unable to attend, please send a proxy.

Meet and Greet Social Cash bar after the first 100 tickets; meets in Napoleon.

Awards Banquet/Reception Bar will close promptly; will not be open during the banquet. No mixed drinks just wine and beer.

President's Reception – All members on the Board are invited. You will see a special invitation (behind your name badge for the Awards Banquet).

Meeting adjourned at 5